

Amendments to the Specification:

Without prejudice, please amend the Specification as follows:

Please amend the paragraph beginning at page 2, line 19 (and ending at page 2, line 24) of the Specification as follows:

--The system and method of the present invention may be implemented using an executable application on a user's computer and/or as part of an Internet Web site. In addition, the system and method of the present invention may be implemented as a hardware-implemented computer-readable storing medium storing a set of instructions, the set of instructions capable of being executed by a processor. Also, the system and method of the present invention may be implemented as a built-in application in a cable or satellite TV set-top box. The method and system of the present invention may be implemented in any other manner, currently known or unknown, that provides similar functionality.--.